RELATIONSHIP MARKETING

REGIONAL OPTIONS

- National Mailing
- Ad Hoc Mailing
- Solo Mailing

Buffalo Mailfile:	CAMEL	- 150M
	Select	- 80M

Source: https://www.industrydocuments.ucsf.edu/docs/yrfn0000

RELATIONSHIP MARKETING

REGIONAL OPTIONS

Offers:

- Communication (retail offer; local event)
- Premiums for proofs
- Coupons

	National	Ad Hoc	Solo
Timing	8 weeks before mailout	1-3 weeks before mailout	8 weeks before mailout
Cost	Incremental offer cost	Offer +30¢ mailing	Offer + $1.00 per mailing

Source: https://www.industrydocuments.ucsf.edu/docs/yrfn0000

RELATIONSHIP MARKETING

REGIONAL OPTIONS

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
CAMEL	X	X			X			X			X	
SELECT	X			X	X		X	X		X		

Source: https://www.industrydocuments.ucsf.edu/docs/yrfn0000